

**HISTORIC DISTRICT COMMISSION
MINUTES OF MEETING
APRIL 6, 2011**

Town of Bedford
Bedford Town Hall
Second Floor Conference Room

PRESENT: William Moonan, Chair; Karen Kalil-Brown, Vice Chair; Alan Long; Kevin Latady; Lorrie Dunham

ABSENT: Carol Carlson

BUSINESS MEETING:

March 3, 2011 Minutes

Mr. Moonan called for a motion to approve the minutes of the March 3, 2011 Historic District Commission (HDC) meeting, noting that he and Mr. Long were not in attendance but the other members were.

MOTION:

Ms. Dunham moved to accept the minutes of the March 3, 2011 meeting.

Mr. Latady seconded the motion.

Voting in favor: Kalil-Brown, Latady, and Dunham

Voting against: None

Abstained: Moonan, Long

The motion carried, 3-0-2.

The Commission talked about various properties within the Historic District.

Mr. Moonan read the emergency evacuation notice.

PRESENTATION: Ms. Kalil-Brown read the notice of the hearing.

PETITION #005-11 – Perch on Bedford Common, 24 South Road, for signs.

Marlene Adelmann-Mitcheson, the owner and applicant for 24 South Road, greeted the Commission and introduced her husband, David. She explained that she had received all the necessary approvals for her new store at last month's HDC meeting, except for the sign, as there were still too many questions about how it would look. She said they are

proposing two signs – a wall sign and a two-sided freestanding sign. She noted that the posts would be 4' x 4', wood, painted white.

Ms. Adelmann-Mitcheson showed a paint chip for the proposed sign and said it would be a light blue. Ms. Kalil-Brown asked why she chose that particular color. Ms. Adelmann-Mitcheson said she felt that the robin's egg blue was appropriate for a store called "Perch" and whose logo is a bird.

Pamela Brown, Esq., the representative for the applicant, arrived at this time and apologized for being late. She talked with the Board about the shape of the sign and whether the square shape of the sign was preferable to a different shape, such as something curved. Mr. Latady talked with the applicants about the shape of the posts.

Mr. Moonan asked what material the sign would be made of. Ms. Brown said it would be mounted on a high-density polyurethane (HDPE) material. Mr. Moonan asked whether the sign would be carved or simply a flat sign mounted on the HDPE. Ms. Brown said it would be carved.

Mr. Long stated that the text on the bottom of the sign is so small that it would be unreadable to anyone driving by. He said that only people sitting in traffic or walking by would be able to read it. There was extensive discussion about the size of the letters and what would be legible from a distance, and the applicants ultimately decided to take the bottom line off the sign to allow the "On Bedford Common" letters to be slightly larger.

The Commission talked with the applicants about the shape of the sign and posts. Mr. Latady suggested having a pediment shape to the top of the posts instead of just flat tops. There was further conversation about the look and shape of the sign.

MOTION:

Mr. Long moved to approve the signage for Marlene Adelmann-Mitcheson, for Perch on Bedford Common, 24 South Road, to include one wall-mounted and one two-sided freestanding sign, as shown on Exhibit A. Material to be high density polyurethane, mounted on standard pressure-treated 4' x 4' posts. Color will be Benjamin Moore Bird's Egg 2051-60. Posts will be white with pediment style caps.

Mr. Latady seconded the motion.

Voting in favor: Moonan, Kalil-Brown, Long, Latady, and Dunham

Voting against: None

Abstained: None

The motion carried unanimously, 5-0-0.

There was discussion about the illumination of the signs. Ms. Brown handed out a cut sheet on the proposed ground-mounted lighting fixture that would be used for the freestanding sign.

Mr. Moonan pointed out that the Commission usually requests that ground-mounted illumination fixtures be shielded with some low-lying plants, such as boxwoods.

Ms. Brown said she knew the Commission would make such a request and they have no problem complying.

There was discussion about the illumination of the wall sign. Ms. Brown said the sign manufacturer had proposed three gooseneck light fixtures to hang over the wall sign. She showed a catalogue cut of the gooseneck fixtures. Ms. Kalil-Brown said that three fixtures sounds like a lot for such a small sign. Mr. Moonan stated that the proposed fixtures would look conspicuous on such a historic house. Mr. Long suggested that the wall sign may not need any illumination. After further conversation about the lighting, Ms. Adelmann-Mitcheson agreed that the wall sign probably does not actually need to be lit, especially since the freestanding sign will already have illumination. The applicants agreed to not light the wall sign. Mr. Long noted that the Board meets every month, so if the applicants decide in the future that they would like to illuminate the wall sign, they can always come back for approval.

MOTION:

Mr. Long moved to accept the proposal for Marlene Adelmann-Mitcheson, for Perch on Bedford Common, 24 South Road, for illumination of previously approved freestanding sign. Lighting will consist of two ground-mounted fixtures from RAB Lighting, catalogue #FXH50QT, black, as shown on Exhibit B. Fixtures will be shielded from the road by low evergreen plantings.

Mr. Latady seconded the motion.

Voting in favor: Moonan, Kalil-Brown, Long, Latady, and Dunham

Voting against: None

Abstained: None

The motion carried unanimously, 5-0-0.

The applicants thanked the Commission members for their time. Mr. Moonan asked the applicant when she proposes to open the store. Ms. Adelmann-Mitcheson replied that it will probably be this coming Fall. The Commission wished the applicants luck with the business.

PRESENTATION: Ms. Kalil-Brown read the notice of the hearing.

PETITION #008-11 – Massage Therapy Associates, 18 North Road, for signs.

Janice Holden, the applicant for Massage Therapy Associates, greeted the Board and explained that she is here tonight with David Kelly, a new tenant in the building who will be running a Pilates studio. She said that the business that previously had a sign out front, Serenity Yoga, has moved to a different location, leaving the entire space on the sign blank; therefore, she would like to take the top half of the sign space to place her

sign and use the space below it for Mr. Kelly's sign, also leaving some space at the bottom for a potential third tenant sign.

Mr. Moonan said it appears that the main sign is white with black edging. Ms. Holden said that is correct.

Ms. Kalil-Brown noted that the two tenant signs are different colors; she asked whether any of the Commission members took issue with that. Mr. Long said he didn't find that to be a problem, as it helps differentiate and distinguish the two businesses. Mr. Latady said that, historically, these kinds of signs often have different colors and fonts to not only differentiate the businesses but also to keep the sign from being all one monotonous color.

Ms. Holden stated that they also hope to have wall signs on the building that would go in the same location and be of the same design as the current wall signs.

There was conversation about the size of the lettering on the freestanding signs. Mr. Long pointed out that if the phone number were taken off the sign, there would be more room to enlarge the name of the business. The Commission talked with the applicants about what is or is not necessary on a sign, and whether a phone number is as integral to the business as the name. Mr. Latady said that a web address might be more useful than a phone number, although neither one is as important as having the tenant name.

Ms. Kalil-Brown asked whether the Commission members had any problems with the two sign fonts being different. Mr. Latady said he has no problem with it, for the same reasons he stated earlier about the colors. The other members agreed.

MOTION:

Mr. Long moved to approve the application for Massage Therapy Associates and My Pilates & More, 18 North Road, for freestanding and wall-mounted signs, design and colors as shown on Exhibit A. "My Pilates" sign may be constructed with or without the telephone number; if without the phone number, the font size may be slightly enlarged. Material will be ¼" MDO, maroon for "Massage Therapy Associates" sign and black for "My Pilates" sign; both will have white vinyl lettering. Locations for all signage as shown on Exhibit B. Freestanding signs will be mounted on existing post and hanging background. Wood will be painted white with black border, also as shown on Exhibit A.

Mr. Latady seconded the motion.

Voting in favor: Moonan, Kalil-Brown, Long, Latady, and Dunham

Voting against: None

Abstained: None

The motion carried unanimously, 5-0-0.

The applicants thanked the Commission members for their time.

MOTION:

Mr. Long moved to adjourn the meeting.

Mr. Latady seconded the motion.

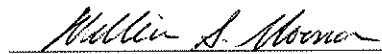
Voting in favor: Moonan, Kalil-Brown, Long, Latady, and Dunham

Voting against: None

Abstained: None

The motion carried unanimously, 5-0-0.

The meeting adjourned at 8:50 PM.



William Moonan, Chairman

7/6/11

Date

Respectfully Submitted,

Scott Gould
HDC Assistant